

Certified General Manager (CGM)[™]

Course Outline & Module Information



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What Modules are covered?

Module 1 – People Management

Build teams to achieve goals and objectives; – Lead people development and talent management; – Devise and apply strategies to establish and maintain workplace relationships; – Manage a diverse work force to add value; – Apply the principles of ethics to improve organisational culture.

Module 2 – Workplace Management

Develop, implement and evaluate an operational plan; – Formulate recommendations for a change process; – Analyse leadership and related theories in a work context; – Apply mathematical analysis to economic and financial information; – Use communication techniques effectively.

Module 3 – Decision Making

Apply a systems approach to decision making; – Apply the principles of knowledge management; – Create and manage an environment that promotes innovation; – Monitor and evaluate team members against performance standards; – Monitor, assess and manage risk; Unit 6 – Select and coach first line managers;

Module 4 – Unit Management

Develop, implement and evaluate a project plan; – Manage the finances of a unit; – Recognise areas in need of change, make recommendations and implement change in the team, department or division; – Develop and implement a strategy and action plans for a team, department or division; – Apply financial analysis.

Module 5 – Strategic Management

- 1) Evaluate and plan the role of self as leader in a function
- 2) Manage relationships with strategic partners to improve the performance of a function
- 3) Manage the information and institutional knowledge within a function
- 4) Manage and improve communication processes in a function
- 5) Appraise, develop and retain human capital for a function

What you will Learn from our CourseWare?

General Management studies help in understanding the managerial, functional and operational demands of commercial organizations to trigger production effectively and efficiently. This subject extensively covers several topics on marketing, investment, functional administration, human resource, sales, advertising etc. Imbibing the core tenets of this module will enable transformation into an effective business manager to understand the nuances of optimizing capital growth.

General Management and further develops the key concepts, principles and practices of management that will enable learners to lead, manage, organise and control first line managers and team leaders.

The learners will typically be managers who have other junior managers or team leaders reporting to them. In smaller organisations or entities, the managers could primarily be responsible for managing the supervisors and staff within their section, division or business unit.

The scope of generic management covers five domains: leadership, managing the environment, managing relations, managing knowledge and the practice of management. This Certification addresses each of these domains with generic competencies, so that it allows learning programmes to be contextualised for specific sectors and industries.

Certified General Manager (CGM) Certification provides opportunities for learners to transfer between various specialisations within management. This leads to the strengthening of management competencies and will enable managers at this level to manage successfully systems, processes, resources, managers and teams in their various occupations and contexts.

This qualification is further intended to empower learners to acquire the knowledge, skills, attitudes and values required to operate confidently as individuals in international communities and to respond to the challenging economic environment and constantly changing world of work.

Ultimately, this qualification is aimed at improving the effectiveness and leadership abilities of middle managers in various occupations globally, in private and public business entities as well as non-governmental organisations.

For this reason, the word 'entity' includes a company, business unit, public institution, small business or non-profit organisation.